

**MINUTES OF THE MEETING OF THE BOARD OF DIRECTORS  
OF GATEWAY TO L.A. PBID INC.  
CALIFORNIA NONPROFIT MUTUAL BENEFIT CORPORATION  
July 8, 2010**

The board of directors meeting of Gateway to L.A. PBID, Inc. a California nonprofit mutual benefit corporation was held on July 8, 2010 at 8:00 a.m. at the Renaissance Montura Hotel, Los Angeles.

36 individuals attended the meeting as follows:

- Grant Coonley, Hilton
- Chief Charlie Beck
- Greg Lehman, Renaissance Montura
- Conrad Klingenstein, Jamison Properties
- Bill Geary, Carlsberg Management
- Larry Eisenberg, LACCD
- Sarah Levine, La Quinta Inn & Suites
- Larry Eisenberg, LACCD
- Paul Gnasso, Ace Parking
- Phil Campanelli, Embassy Suites
- Captain Brenda Crump, LAPD
- Bryan Porter, Hines
- Graham Taylor, Hilton LAX
- John Howland, Cerrell Associates
- J.D. Webster, Neighborhood Council
- Norm Akiona, Neutrogena
- John Noguez, County Tax Assessor
- Connie Bass, The Encounter Restaurant
- Julie Baylor, Gateway to a Greener L.A.
- Sharon O'Rourke, The Gas Co.
- Erik Glyn-Davies, HB Drollinger
- Miki Payne, HB Drollinger
- Sr. Lead Officer Ruben Garcia
- John Ruhlen, Westchester Streetscape
- Nate Kaplan, Council Dist. 11
- Gabe Sermenio, Mayor's Business Team
- Jim Sakalis, Gateway to L.A.
- Laurie Hughes, Gateway to L.A.

**1. WELCOME / INTRODUCTIONS**

*Grant Coonley welcomed the board members and guests*

**2. PUBLIC COMMENTS**

*No comments from the public.*

**3. APPROVAL OF ANNUAL MEETING OF THE BOARD OF DIRECTORS  
MINUTES – May 13, 2010**

*Approved as presented*

#### 4. EXECUTIVE DIRECTOR'S REPORT

##### Ambassador Program

The ambassadors observed a slight increase in street vendors (Lakers T-shirts and fruit stands) blocking sidewalks at some locations along Century Blvd and 98<sup>th</sup> st. On a few occasions the police were notified of the illegal activity. The vendors were advised to leave the area.

The ambassadors are averaging nearly 950 total citizen contacts per month. These contacts range from simple direction, helping at traffic accidents and assisting in changing car tires.

	May-10	May-09	Jun-10	Jun-09
Citizen Contacts	801	809	842	767
Panhandler Contact	118	129	109	126

##### Trolley Passengers

	May-10	May-09	Jun-10	Jun-09
Passengers	5756	6537	6691	7201

##### Passenger Totals by Year

2004	2005	2006	2007	2008	2009	2010
42,495	49,327	56,266	64,690	79,501	74,639	36,959
+125%	+16%	+14%	+13%	+23%	-6%	-.5% below first 6 months- 09

##### Keep It Green

Document shredding took place May 12, 19 & 26. More than 700 boxes of material were shredded and recycled by California Document Shredding.

##### Hospitality Enhancement Zone Ordinance follow-up

- State Enterprise Zone workshop held on June 30<sup>th</sup>. Approx. 35 businesses attended.
- Street Improvements – Held meeting set on May 20 @ 1:30 at the Westin to review proposed improvements to south side of Century Blvd. east of Aviation. Proposed changes to add sidewalks in front of properties that have not been improved.

##### Member Outreach

- Met with Brian Churchill, VP of Development, Caruso Affiliated to discuss effort to attract a retail / entertainment complex.

**5. Special Guest Speaker – LAPD Chief Charlie Beck**

LAPD Chief Charlie Beck briefed members on his background leading up to his selection to be Chief of the Los Angeles Police Department, history of working with BIDs in Central L.A., and belief that lasting change happens through collaboration with LAPD and groups like business improvement districts.

Goals include emphasis on constitutional policing; continued reduction of crime; maintaining the strength of the police department – currently 10,000 officers; keeping city safe from terrorism; and employee wellness.

**6. Gateway to a Greener L.A. Update**

- o Julie Baylor updated members of the Green Certification workshops and hotels in the process of applying for Green Seal Certification.

**7. New Business**

- o State Enterprise Zone – Gabe Sermenio, Mayor’s Business Team, outlined key benefits for businesses located in the EZ including hiring tax credits, 35% credit in the DWP rate and incentives to attract new jobs and businesses to the Century Blvd. corridor.
- o Business Tax Holiday Proposal – Gabe Sermenio explained the latest initiative from the Mayor’s Business Team which calls for a tax “holiday” for new businesses moving into the city of Los Angeles.
- o Nate Kaplan, new deputy to Councilman Rosendahl, was introduced to the Gateway to L.A. board of directors.